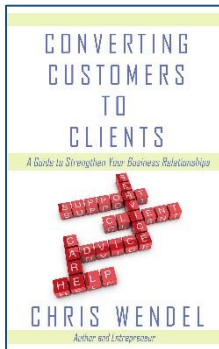


CONVERTING CUSTOMERS TO CLIENTS



This book will help you and/or your staff initiate, build, and maintain business relationships. These relationships are on what repeat and long-term business are based. Don't have customers, have clients, who rely on you as their partner in your field of expertise.

Available in Paperback and eBook at [Amazon.com](https://www.amazon.com)

This excerpt is taken from the one section's introduction.

Part Three: Work

If your client perceives a positive impression of you from your physical appearance and provides you the opportunity to perform your professional service, then you have passed the first impression test. You have been granted the ability to (1.) prove your client's impression correct (that you're a fine, upstanding member of society who can be looked upon as a professional resource) or (2.) prove your client's impression wrong (that, despite how professional you appear, you are not very good at your job).

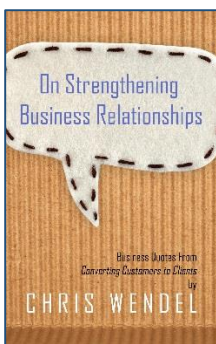
To succeed in creating relationships with your clients, you must perform the functions of your duties comprehensively, authoritatively, and with your client's best interest at the heart of your every task. This section (and book) cannot cover every aspect of every industry's job duties. It does attempt to point out very specific steps you can take in order to create the highest percentage of successful opportunities to facilitate the initiation, building, and maintenance of client relationships. Implement the following work practices and ideas into your overall perspective, and they will help you earn and keep client relationships.

The sections of this book include these topics:

- Part One: Core Principles
- Part Two: Appearance
- Part Three: Work
- Part Four: Phone
- Part Five: Interpersonal Skills
- Part Six: Thank You

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Don't forget to pick up the accompanying book of quotes
ON STRENGTHENING BUSINESS RELATIONSHIPS

This is a book of over 150 stand-alone business quotes taken from *Converting Customers to Clients*.

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